

## **CHAPTER III**

### **RESEARCH METHOD**

This chapter discusses research design, research participants, instruments, data collection, and data analysis.

#### **3.1 Research Design**

This study employed mix-method design to address the research question. Creswell (2013) states that mix-method design is conducted when a researcher wants to follow up a quantitative study with a qualitative one to gain more detail. ‘Quantitative’ refers to the statistical data, meanwhile the ‘qualitative’ refers to inquiring analyzed words or image to describe the data in words form (Creswell, 2012).

Language attitude study could be obtained by using mix-method, the quantitative approach was applied to evaluate students’ perception and their impression toward RP and GA based on 13 semantically dimension labeled scales, the semantic dimension was adapted from Ladegaard (1998). Meanwhile, qualitative method is conducted to capture social phenomenon and human behavior by focusing on its meaning which helps the researcher to obtain descriptive information on variables that are not easily assessed through empirical study (Ary, 2010). In this case, the qualitative method was applied to describe students’ attitude and impression toward RP and GA.

To sum up, the aim of this study was to investigate students' perception toward RP and GA. The researcher conducted quantitative method to examine students' perception of RP and GA. Further, to gain more investigation on students' attitude and impression toward RP and GA, the qualitative method was employed.

### **3.2 Research Participants**

According to Dawson (2002), people who take part in the research are called participants or respondents. The research participants in this present study were the seventh – semester students of English Language Education Department. The researcher involved twenty students of English Language Education Department, University of Muhammadiyah Malang. Selected students consisted of ten male and ten female students. Their levels of English proficiency ranged from intermediate to advance which was shown by their English speaking score. In addition, the lecturers' recommendations were also considered during the selection process.

There were several reason of selecting the participants. Firstly, students who were in the seventh – semester had finished their speaking course from Speaking I, Speaking II, Speaking III, and Speaking IV. Therefore, it could be assumed that the students were somehow in a good level in speaking. Secondly, students with speaking skill ranging from intermediate to the advance level could recognize varieties of English. Lastly, students with high fluency had no difficulty in finding the meaning of the words, thus, they could focus on the variety of English used in the recording.

### **3.3 Data Collection**

#### **3.3.1 Research Data**

The data were the result of the questionnaire calculation to know the students' attitude toward RP and GA by applying the likert scale (*see appendix I*) and the result of interview as a follow up investigation (*see appendix II*).

#### **3.3.2 Research Instrument**

The research instruments in this present study were audio, questionnaire, and interview guidelines.

##### **1. Audio**

The audio was used to show to the participants the varieties of RP and GA English. The audio consisted of two recordings from two source persons. Both audio source persons were the representative of RP and GA. They were asked to read the same passage in the recording process. The recorded passage would be given to the participants.

The first person was Mr. D.K who lived and born in London, United Kingdom. He was 37 years old and his occupation was a lawyer. He was a graduate of Lawyer Department. From the discretion above, this source person was considered to be eligible as an RP speaker.

The second source person was Mr. N.W, lived in Oakland, California. He was born in Tucson, Arizona, USA. He was 30 years old and his occupation was a Music Composer. His educational background was Master Degree in Music Composition. The source person was chosen as a GA speaker based on the description above.

## 2. Questionnaire

In this study, the questionnaire was used to measure the students' attitude towards the recordings. The researcher used likert scale questionnaire type. Likert scale is a rating scale questionnaire to measure people's attitudes over some statements about certain topics (Ary, 2010). The questionnaire evaluation forms were adapted from Ladegaard (1998) and modified according to the objectives of this study.

The participants were stimulated by two same recordings, then they were asked to fill out the questionnaire consisting 13 semantically labeled scales from strongly agree, agree, either agree or disagree, disagree, and strongly disagree.

Figure 2.1: The dimension of semantic categories adapted from Ladegaard (1998).

Status and Competence	Social Attractiveness
Intelligence	Reliability
Education	Likeable
Ambition	Humor Sense
Leadership-skill	Popularity
Self Confidence	Attractiveness
Social Status	
Formality	
Politeness	

The researcher calculated the result of questionnaire based on statistic descriptive formula proposed by Ary (2010). This was conducted to measure the central tendency of the students' perception and the 13 semantic dimension. The statistical formula is as below;

$$\bar{X} = \frac{\sum}{N}$$

Where  $\bar{X}$  = mean  
 $\sum$  = sum of students score  
 $X$  = raw score  
 $N$  = number of cases (questionnaire items)

### 3. Interview

The interview was conducted to investigate the reasons of respondents' answers in the questionnaire comprehensively. It was conducted after calculating the questionnaires to explore the students' perspectives toward RP and GA related to their attitude. Ary (2010) argues that the benefit of the interview is that the researcher can offer clarification to the participants' responses. In this phase, six participants who consisted of 3 male and 3 female students were chosen as the interviewees. This was because their score were the higher score in the questionnaire based on the trend found in semantic categories. Their higher score represented the students who were preference to RP and GA. In this case, the researcher applied semi-structured interview with the consideration of the flexibility of using the semi-structured interview. A semi-structured interview is a combination of the structured and unstructured interview which uses both fixed questions and open-ended questions that allow the researcher to get additional information based on the relevant topic (Arikunto, 2006).

### **3.3.3 Procedure**

The data were collected in the following steps:

1. Making an appointment with the native volunteers as the speakers via Skype
2. Asking the speakers to read the text, and then recording the passage
3. Making an appointment with the participants
4. Asking the participants to listen to the passage, and then asking them to fill out the questionnaire
5. Calculating the result of questionnaire
6. Conducting an interview
7. Transcribing the result of the interview.

### **3.4 Data Analysis**

Analyzing the data was explained as follows:

1. Calculating the result of questionnaire
2. Interpreting the calculation of questionnaire result based on statistic descriptive formula
3. Determining students who were chosen as the interviewees based on their score tendency

4. Transcribing the interview result in the word form
5. Analyzing the interview result of their attitude to the relevant literature.

